WICHE Economic Development Task Force

Dr. Brent Brown (Chairman)
Director, Community Relations
Center for Public Affairs
Arizona State University
Tempe, AZ 85281
(602) 965-1038

Dr. Philip Burgess
Executive Director
Western Governors' Policy Office
3333 Quebec Street, Suite 2300
Denver, CO 80207
(303) 399-9957

Mr. Lou Higgs
Executive Director
Four Corners Regional Commission
2350 Alamo, S.E., Suite 303
Albuquerque, NM 87106
(505) 766-2990

Dr. Evan Metcalf
Co-Director, WICHE Economic Development Program
P.O. Drawer P
Boulder, CO 80302
(303) 497-0266

Mr. John Niland
Executive Director
Department of Economic Planning and Development
Barrett Building
Cheyenne, WY 82002
(307) 777-7284

Dr. Phillip Sirotkin
Executive Director
Western Interstate Commission for Higher Education (WICHE)
P.O. Drawer P
Boulder, CO 80302
(303) 497-0201

Dr. Holly Zanville
Director, WICHE Intern Program and
Co-Director, Economic Development Program
P.O. Drawer P
Boulder, CO 80302
(303) 497-0232

Dr. Lee B. Zink
Director, Institute for Applied Research Services
University of New Mexico
1920 Lomas, N.E.
Albuquerque, NM 87131
(505) 277-4034

Conference Program

WEDNESDAY, MARCH 19

OPENING SESSION

ECONOMIC DEVELOPMENT AND HIGHER EDUCATION IN THE WEST

8:00 p.m. *Century Room*

Opening Banquet

Welcoming Remarks
State Senator Patricia Saiki, Hawaii, Chairman, WICHE

Introduction of Keynote Speaker
Arnold Weber, President, University of Colorado

Keynote Address:
Western Economic Development
Governor Richard D. Lamm, Colorado

Conference Previews:
Higher Education and Economic Development
A.R. Chamberlain, President, National Association of State Universities and Land Grant Colleges

The Legislative Perspective
State Representative John Daly, New Mexico

Opportunities and Barriers to Resource Sharing
Gene Bramlett, Vice President for Extension and Public Service, Auburn University

The opening session will highlight the forces shaping economic development in the West and the increasing complexities of issues and problems facing economic development policy makers. Speakers will introduce the themes of the conference: the potential contributions of higher education to meeting state economic development needs; the opportunities and constraints from the viewpoint of legislative decision makers; and institutional barriers which may inhibit the full realization of the potentials for resource sharing.

THURSDAY, MARCH 20

SESSION 1

WESTERN ECONOMIC DEVELOPMENT ISSUES

8:00 a.m. *Century Room (Continental Breakfast)*

8:30 a.m. *Century Room*

Moderator: Lou Higgs, Executive Director, Four Corners Regional Commission, New Mexico

Perspectives from the West's Subregions:
The Southwest
Larry Landry, Executive Director, Arizona Office of Economic Planning and Development

The Rocky Mountain States
Russ Caldwell, Director, Colorado Division of Commerce and Development

The Far West
Gordon Sandison, Executive Director, Washington Department of Fisheries

9:45 a.m. *Break*

The plenary session will identify key economic development issues in the West, and distinguish the perspectives of its major subregions: the Rocky Mountain area, the Southwest, and the Far West.

10:00 a.m. Workshops on Western Economic Development and Needs for Higher Education Services

#1 *Bonanza Room*
Urban Growth Management
Facilitators: Tom McCall, former Governor of Oregon; John Welles, Colorado School of Mines, and Director of Governor's Front Range Project

#2 Holiday Room

Coping with Major Capital Investments (Energy, MX)

Facilitators: Kent Briggs, Utah State Planning Coordinator; David Resume, Alaska Department of Commerce and Economic Development

#3 Room 6331

Agriculture and Water Use

Facilitators: Ken Foster, Office of Arid Land Studies, University of Arizona; Tony Willardson, Western States Water Council, Utah

#4 Directors Room

International Trade

Facilitators: Francis A. Wong, Attorney, Hawaii; Tim Chambless, Utah Division of Economic and Industrial Development

#5 Derrick Room

Critical Manpower Needs

Facilitators: John Flaherty, Group Personnel Manager, Hewlett-Packard Corporation, California; Ross Forney, Stearns-Roger Corporation, and member, Colorado State Board for Community Colleges and Occupational Education

Workshops will provide an opportunity for participants to clarify key economic development issues, and to identify the services state and local agencies need and want from the academic community in the major functional areas of manpower training, research, and public service.

SESSION 2

MOBILIZING UNIVERSITY RESOURCES FOR ECONOMIC DEVELOPMENT

12:00 Noon Century Room

Luncheon

Moderator: Phillip Sirotkin, Executive Director, WICHE

Luncheon Address:

Institutional Barriers to Use of University Resources in Economic Development

Gene Bramlett, Vice President for Extension and Public Service, Auburn University

1:30-3:00 p.m. Century Room

Panel: Mobilizing University Resources and Overcoming Barriers:

University-State-Federal Cooperation

Jeanne McFarland, Chief of Economic Research, U.S. Economic Development Administration, Washington, D.C.

Faculty Incentives

Harold Tuma, Dean, College of Agriculture University of Wyoming

Funding Issues

State Senator H.A. "Barney" Goltz, Chairman, Senate Higher Education Committee, Washington

Coordination and Communication between Governmental Agencies and Universities

Jim Monaghan, Governor's Science Advisor and Assistant for Intergovernmental Relations, Colorado; John Cummins, Director, California Policy Seminar, University of California, Berkeley

The objective of the plenary session is to address barriers which may inhibit the use and/or effectiveness of university services to state and local economic development needs.

3:00-5:00 p.m. Workshops on Institutional Barriers

#1 Derrick Room

Faculty Incentives

Facilitator: Harold Tuma, Dean, College of Agriculture, University of Wyoming

#2 Bonanza Room

Funding Issues

Facilitators: Washington State Senator H.A. "Barney" Goltz; Jeanne McFarland, Economic Development Administration

#3 Holiday Room

Communicating Needs between Governmental Agencies and Universities

Facilitators: Jim Monaghan, Governor's Science Advisor and Assistant for Intergovernmental Relations, Colorado; John Cummins, Director, California Policy Seminar, University of California, Berkeley

Workshops will develop recommendations and strategies related to overcoming institutional barriers, including providing increased incentives for faculty involvement in public service research and teaching; solving funding problems such as indirect cost reimbursement issues; and developing communication networks and other administrative mechanisms to direct university resources to state and local economic development needs.

FRIDAY, MARCH 21

SESSION 3

THE ROLE OF WESTERN UNIVERSITIES

8:00 a.m. *Century Room (Continental Breakfast)*

8:30 a.m. *Century Room*

Keynote Address:
Alternative Approaches to Mobilizing University Public Service
William Pendleton, Ford Foundation

9:00-10:00 a.m. *Century Room* **Panel:**

Models for Organizing Resource Sharing:
Moderator: James Doss, Associate Dean, School of Business, Boise State University

EDA University Center Programs
Jeanne McFarland, U.S. Department of Commerce

Institute for Applied Research Services, University of New Mexico
Lee Zink, Director

Small Business Development Center, California State University, Chico
Dave Schmidt, Director

Institute of Social and Economic Research, University of Alaska
Lee Gorsuch, Director

Western Rural Development Center, Oregon State University
Don Sorensen, Colorado State University

10:15-11:30 a.m. *Century Room*

Reaction Panel: Questions and Comments from the Audience

Roy Escarcega, Vice President, Urban Development, The East Los Angeles Community Union

Jay Kayne, Council of State Community Affairs Agencies

The purpose of the session is to share information on the special competencies and limitations of different institutional approaches to organizing resource sharing between higher education institutions and state and local governmental agencies on economic development issues; and to develop recommendations for strategies and programs to enhance the effectiveness of such resource sharing.

CLOSING SESSION

FEDERAL PERSPECTIVES AND THE FUTURE

12:15-2:00 p.m. *Century Room*

Luncheon

Moderator: Phillip Sirotkin, Executive Director, WICHE

Luncheon Address: The Federal Perspective
Robert T. Hall, Assistant Secretary of Commerce for Economic Development, U.S. Economic Development Administration, Washington, D.C.

Conference Summary and Future Strategies
Philip Burgess, Executive Director of the Western Governors' Policy Office, WICHE Commissioner, and Professor of Public Administration, University of Colorado at Denver

The closing session will address the federal perspective on issues raised during the conference, as well as summarize the conference and review strategies for working together in the future.

This conference was planned by a regional Economic Development Task Force composed of Brent Brown, Center for Public Affairs, Arizona State University, and past president, CDBCAA; Philip Burgess, Executive Director, WESTPO; Lou Hagge, Executive Director, Four Corners Regional Commission; John Noland, Executive Director, Wyoming Department of Economic Planning and Development; Phillip Sirotkin, Executive Director, WICHE; Lee Zink, Director, Institute for Applied Research Services, University of New Mexico; and Holly Zanville and Evan Metcalf, WICHE Economic Development Program.

Conference Participants

Paul Albright
Director of Communications, WICHE
P.O. Drawer P
Boulder, CO 80302

Gerald L. Allen
Research Economist
Business Research Division
University of Colorado, Box 420
Boulder, CO 80309

Jim Austin
Energy Area Exchange
746 South Second Street
Montrose, CO 81401

Douglas A. Benton
Department of Management and Director of Special P
College of Busn.
Colorado State University
1208 Morgan
Fort Collins, CO 80524

Gene A. Bramlett
Vice President for Extension and Public Service
Auburn University
208 Samford Hall
Auburn, AL 36830

Kent Briggs
Utah State Planning Coordinator
210 State Capitol
Salt Lake City, UT 84114

Donald J. Brosz
Water Resources Coordinator
College of Agriculture
University of Wyoming, Box 3354
Laramie, WY 82071

Brent Brown
Director, Community Relations
Center for Public Affairs
Arizona State University
Tempe, AZ 85281

Philip Burgess
Executive Director
Western Governors' Policy Office
3333 Quebec Street, #2300
Denver, CO 80207

Russell Caldwell
Director, Colorado Division of Commerce and Development
1313 Sherman Street, #500
Denver, CO 80203

William T. Carlisle
Department of Economics
University of Utah
Salt Lake City, UT 84112

Tim Chambless
Business Development Representative
Utah Division of Economic and Industrial Development
2 Arrow Press Square, #200
Salt Lake City, UT 84101

A.R. Chamberlain
President, National Association of State Universities and Land Grant Colleges
Colorado State University
Fort Collins, CO 80523

Mary Chapman
Consultant, Town of Paonia
2890 Dudley Street
Boulder, CO 80303

Sheila Conway
Utah State Energy Office
231 E. Fourth South
Salt Lake City, UT 84111

Lewis R. Crum
Director, Intergovernmental Affairs
U.S. Department of Education
19th & Stout
Denver, CO 80210

John Cummins
Director, California Policy Seminar
University of California, Berkeley
Berkeley, CA 94720

Fritz Daily
Montana State Representative
1057 W. Steel
Butte, MT 59701

John W. Daly
New Mexico State Representative
4015 Carlisle, N.E.
Albuquerque, NM 87107

James Doss
Associate Dean, School of Business
Boise State University
Boise, ID 83725

Terry Edvalson
Director, Regional Services Institute
Eastern Oregon State College
8th & K Streets
La Grande, OR 97850

Roy Escarcega
Senior Vice President
Urban Development Division
The East Los Angeles Community Union
1330 South Atlantic
Los Angeles, CA 90022

Jo Ellen Estenson
Project Director, Mental Health Manpower Development
State of Montana
Helena, MT 59601

John Flaherty
Personnel Manager
Instrument Group
Hewlett Packard Company
1501 Page Mill Road
Palo Alto, CA 94304

Ross Forney
Coal Development
Stearns-Roger Corporation
P.O. Box 5888
Denver, CO 80228

Kennith E. Foster
Associate Director
Office of Arid Lands Studies
University of Arizona
845 N. Park Avenue
Tucson, AZ 85719

Warren H. Fox
Associate Dean
College of Arts and Sciences
University of Nevada, Reno
Reno, NV 89557

H.A. (Barney) Goltz
Washington State Senator
408A Legislative Building
Olympia, WA 98504

Lee Gorsuch
Director, Institute for Social and Economic Research
University of Alaska
707 "A" Street
Anchorage, AK 99501

Larry Grabb
Director, Resource Development Intern Program
University of Indiana
400 E. Seventh Street
Bloomington, IN 47401

Harold L. Grover
Deputy Director
Oregon Department of Economic Development
155 Cottage Street, N.E.
Salem, OR 97310

C.R. Haden
Dean, College of Engineering and Applied Sciences
Arizona State University
Tempe, AZ 85281

Robert T. Hall
Assistant Secretary for Economic Development
U.S. Department of Commerce
Washington, D.C. 20230

Gene Hansen
Director, Center for Economic Development
Washington State University
Pullman, WA 99164

Louis Higgs
Executive Director
Four Corners Regional Commission
2350 Alamo, S.E., Suite 303
Albuquerque, NM 87106

Robert J. Highsmith
Director, Economic Literacy Council of California
400 Golden Shore
Long Beach, CA 90802

David R. Hill
Colorado Land Use Commission
Department of Urban and Regional Planning
University of Colorado, Denver
1100 14th Street
Denver, CO 80202

Robert Hinks
Special Assistant to the Director
Water Resources Center
University of California, Davis
Davis, CA 95616

Henry (Hank) Hoag
Director, Industrial Development
Flagstaff Chamber of Commerce
101 W. Santa Fe
Flagstaff, AZ 86001

Steve Hogan
Colorado Office of Manpower Planning and Development
770 Grant, #222
Denver, CO 80203

James Jarrett
Council of State Governments
P.O. Box 11910
Lexington, KY 40578

Richard Jonsen
Deputy Director, WICHE
P.O. Drawer P
Boulder, CO 80302

John W. Jutilla
Vice President for Research
Montana State University
Bozeman, MT 59717

Joseph A. Kayne
Director of Program Development
Council of State Community Affairs Agencies
444 N. Capitol St., #349
Washington, D.C. 20001

Charles E. Keegan
Research Associate
Bureau of Business and Economic Research
University of Montana
Missoula, MT 59812

Jane C. Kendall
Director, Southern Economic Development Intern Program
National Society for Internships and Experiential Education
1735 Eye Street, N.W., #601
Washington, D.C. 20006

Lawrence D. Landry
Executive Director
Arizona Office of Economic Planning and Development
1700 W. Washington, 4th Floor
Phoenix, AZ 85007

Laurence H. Lattman
Dean, Colleges of Engineering and Mines
University of Utah
Salt Lake City, UT 84109

Ronald D. Lemon
Director, Office of University-Industry Relations
University of Colorado, Box 433
Boulder, CO 80302

John T. Loucks
Executive Director
Old West Regional Commission
201 Main Street, Suite D
Rapid City, S.D. 57701

Ed Lyell
Department of Business and Economics
Colorado College
Colorado Springs, CO 80903

Lenton Malry
Director, Cross-Cultural Programs
Albuquerque Schools
3000 Santa Clara, S.E.
Albuquerque, NM 87106

Floyd Mann
Graduate School of Public Affairs
University of Colorado, Denver
1020 15th Street, #32A
Denver, CO 80202

Mark Matulik
Colorado Department of Agriculture
1525 Sherman Street
Denver, CO 80203

Lee McAnerney
Commissioner, Alaska Department of Community and Regional Affairs
Pouch B
Juneau, AK 99811

Jeanne McFarland
Chief, Office of Economic Research
U.S. Economic Development Administration
Washington, D.C. 20230

George McIntyre
Executive Director
Northeastern California Higher Education Council
California State University, Chico
Chico, CA 95929

Joseph McKeon
Director, Operations Support Division
U.S. Department of Housing and Urban Development
1405 Curtis Street
Denver, CO 80202

Stephen L.R. McNichols
Secretarial Representative of Commerce
U.S. Department of Commerce
909 17th Street, #515
Denver, CO 80202

John Mershon
New Mexico State Representative
P.O. Box 257
Cloudcroft, NM 88317

Evan Metcalf
Co-Director, WICHE Economic Development Program
P.O. Drawer P
Boulder, CO 80302

Joseph V. Miccio
Department of Management
University of Hawaii at Manoa
2404 Maile Way
Honolulu, HI 96822

Richard Millard
Education Commission of the States
1860 Lincoln Street
Denver, CO 80203

Betty Miller
Regional Administrator
U.S. Department of Housing and Urban Development
1405 Curtis Street
Denver, CO 80202

Jim Monaghan
Director, Intergovernmental Relations
Governor's Office
State Capitol
Denver, CO 80302

Jeanne Moore
Senior Government Affairs Representative
Chevron U.S.A., Inc.
555 Market Street
San Francisco, CA 94105

Abiano F. Moreno
Director, Housing and Economic Development
National Council of La Raza
114 W. Adams, #719
Phoenix, AZ 85003

John Niland
Executive Director
Wyoming Department of Economic Planning and Development
Barrett Building
Cheyenne, WY 82002

Chalmers Gail Norris
Executive Coordinator
Washington Council for Postsecondary Education
908 East Fifth Avenue
Olympia, WA 98504

Dunbar S. Norton
Director, Economic Development
Yuma County Chamber of Commerce
P.O. Box 230
Yuma, AZ 85364

Cindy Ogburn
Wyoming Department of Economic Planning and Development
Barrett Building
Cheyenne, WY 82002

Alfonso Ortiz
Department of Education
New Mexico Highlands University
324 Tecolote Street
Las Vegas, NM 87701

Eliot S. Orton
College of Business Administration and Economics
New Mexico State University
Las Cruces, NM 88003

Robert Pavlovich
Montana State Representative
1375 Harrison Avenue
Butte, MT 59701

Michael R. Peevey
President, California Council for Environmental and Economic Balance
215 Market Street, #930
San Francisco, CA 94105

William C. Pendleton
Division of National Affairs
Ford Foundation
320 E. 43rd Street
New York, NY 10017

Edward J. Peters
Information Officer
Utah State Board of Regents
807 E. South Temple
Salt Lake City, UT 84110

Vincent V. Picard
Coordinator, Public Administration Service
University of Wyoming
1402 Steele
Laramie, WY 82070

Joe Quilici
Montana State Representative
3040 Kossuth
Butte, MT 59701

Baldwin Ranson
Department of Economics
Western State College
Gunnison, CO 81230

George LaMont Richards
Utah State Representative
P.O. Box 25717
Salt Lake City, UT 84123

Mary Roberts
Center for Community Development and Design
University of Colorado, Denver
1100 14th Street
Denver, CO 80202

Michael J. Rock
Manager, Community Affairs
Amax, Inc., Mt. Emmons Project
126 N. Main
Gunnison, CO 81230

Jim Rubingh
Colorado Department of Agriculture
1525 Sherman Street
Denver, CO 80203

Patricia Saiki
Hawaii State Senator
State Capitol
Honolulu, HI 96813

Gordon Sandison
Executive Director
Washington Department of Fisheries
General Administration Bldg., #15
Olympia, WA 98504

David L. Schmidt
Director, Small Business Development Center
Sierra Hall
California State University, Chico
Chico, CA 95929

William E. Scott
Director, Small Business Assistance Center
University of Colorado
Colorado Springs, CO 80907

Phillip L. Sirotkin
Executive Director, WICHE
P.O. Drawer P
Boulder, CO 80302

Timothy M. Smeeding
Department of Economics and Center for Public Affairs
University of Utah, BVO-329
Salt Lake City, UT 84112

Craig Smith
Regional Administrator
U.S. Economic Development Administration
909 17th Street
Denver, CO 80202

Don Sorensen
Department of Economics
Colorado State University
Fort Collins, CO 80523

Ralph Starr
Steering Committee Chairman
Five County Association of Governments
P.O. Box 0
St. George, UT 84770

Jean Stoess
Washoe County Commissioner
P.O. Box 11130
Reno, NV 89520

Patty Tank
Colorado Office of Manpower Planning and Development
770 Grant, #222
Denver, CO 80203

Gary R. Tomsic
Executive Director
Southeastern Utah Association of Governments
Box AI
Price, UT 84501

Harold Tuma
Dean, College of Agriculture
University of Wyoming
Laramie, WY 82071

Richard A. Ungerer
Executive Director
National Society for Internships and Experiential Education
1735 Eye Street, N.W., #601
Washington, D.C. 20006

Mary Sue Waldkirch
Western Governors' Policy Office
3333 Quebec Street, #2300
Denver, CO 80207

Arnold Weber
President
University of Colorado
Boulder, CO 80302

John G. Welles
Vice President, Institutional Planning and Development
Colorado School of Mines
Golden, CO 80401

William W. White
Director, Business and Industry Extension
University of Wyoming
Box 3274, University Station
Laramie, WY 82071

Tony Willardson
Western States Water Council
220 S. Second East, Suite 200
Salt Lake City, UT 84111

John S. Williams
Executive Director
Five County Association of Governments
P.O. Box 0
St. George, UT 84770

Francis A. Wong
Graham Wong Hawaii
345 Queen Street, Suite 400
Honolulu, HI 96813

Joseph M. Zanetti
Director, Area and Industrial Development
Public Service Co. of New Mexico
P.O. Box 2267
Albuquerque, NM 87103

Holly Zanville
Director, WICHE Intern Program &
Co-Director, Economic Development Program
P.O. Drawer P
Boulder, CO 80302

Lee B. Zink
Director, Institute for Applied Research Services
University of New Mexico
1920 Lomas N.E.
Albuquerque, NM 87131

Needs Assessment Survey: Summary of Responses

Conference participants were asked to complete a survey indicating which of the following topics should be addressed in the future. There were forty-seven responses, including twenty-six from people with academic affiliations and twenty-one with non-academic affiliations.

Possible Subject Areas	I see high need for effort in this area		I see some need for effort in this area		I see limited or no need for effort in this area	
	Non-Acad.	Acad.	Non-Acad.	Acad.	Non-Acad.	Acad.
Linkages Between Higher Education and Economic Development						
Establish Regional Clearinghouse, resource directory, research dissemination	43%	42%	52%	46%	5%	12%
Publicize model public service/economic development programs	48	35	43	62	9	3
Hold annual or biennial regional conference	21	23	58	65	21	12
Establish a Regional Council on Economic Development and Higher Education	32	28	47	24	21	48
Institutional Barriers						
Detailed study and policy recommendations on faculty incentives, indirect cost reimbursement, and related issues	5	58	80	31	15	11
Economic Development Career Training						
Adequacy of academic training	33	16	48	48	19	36
Adequacy of continuing education	50	23	35	54	15	23
Need for specialized graduate programs in economic development	43	19	29	35	28	46
Job market information on careers in economic development	48	32	38	32	14	36
Critical Manpower Needs						
Analyze and disseminate regionwide information on critical manpower needs and higher education programs to address them	57	42	29	35	14	23
Technical Assistance						
Investigate geographical areas and subjects in which additional technical assistance to businesses and local governments is needed	67	38	29	50	4	12